



Kam Sang Company

February 15, 2017

Jean Camp
Co-Chair
Ponto Beachfront Development Review Committee
San Pacifico HOA

RE: Luxury Hotel for Ponto Beach Area

Dear Jean/Committee Members,

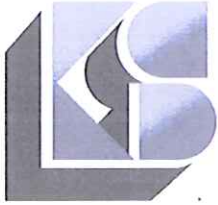
We appreciate and value the committee's, and the community's input to the design of the project. We have gained valuable insight not only from the Development Review Committee and HOA community, but also from other stake holders such as the Batiquitos Lagoon Foundation who have also given valuable insight and raised important concerns with protecting the lagoon.

As you know, a 5-star, luxury, hotel project is a high profile, highly scrutinized project that will have many stake holders, and much input, from the local community, from city officials, from city planners, from the eventual 5-star luxury brand, and from our architect. Our goal was, and is, to propose a project that incorporates as much of the input that we receive as possible from the stake holders while keeping to the approved entitlements of the project.

In our several meetings with the Committee, we received a mixed review of the design that focused, in my opinion, on the mass from the sky view. As we brought in the larger community (I've attached the community members comments as approximately more than half of the 85-125 submitted written comments) hardly any of the public comments expressed aversion to the design, but raised concerns regarding parking, various environmental impacts, access, and other public concerns that will certainly be addressed as we work through the process. Had the public raised strong objections to the look of our building, we certainly would not have ignored them.

To that end, here is what we have taken away from our meetings with the Committee, as well as with the larger community, which we fully expect to be continually vetted throughout the project permitting approval process both by the city and by the public:

1. This project should be unique and should stand out as a signature gateway project for the city and also for the community.
2. This project should be successful, being mindful of the causes for, and the learnings from other projects in the area, and of this type that have not been successful.



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3. The main design conceptual concerns that you raise in your letter, we expected will be addressed together with the city and the public in the project permitting approval process as we work through the process, i.e., parking, traffic flow, pedestrian safety, amenities (the brand will give further direction on this), trails, building height, noise mitigation, setbacks, landscaping, etc. We expect this submission to be the first in a detailed process that will surely address these issues.
4. We understand that the Ponto Beach Vision Plan was approved by the city, and that our massing from a sky view is more modern and curvilinear. We considered the last submission to the city from the previous developer in August 2005, as well as the conceptual proposal in the Plan, and both, in our opinion, may not provide the type of project stature that should be on this site. We are proposing that the community consider a project that perhaps is more in keeping with current luxury product, keeping in mind that the Plan was formulated and approved a few years ago, and that the luxury market/product has had significant changes since then. Thus, though the massing of our building deviates from a traditional Mediterranean look from a sky view, the finishes, the landscaping, and the facades of the project will be something that the community will be proud of and will reflect a seamless transition between architecture and nature. For example, attached is a sky view of the projects that you mentioned in your letter, Hotel Del Coronado, La Valencia, Grand Del Mar, The Inn at RSF, Ritz Carlton Dana Point, the Lodge at Pebble Beach. Most of if not all, have a very unappealing, nonsensical look, from above as opposed to the look and feel of these projects from the ground level. We think our project will be far superior.
5. As emphasized in our presentation, the project's architecture and design is inspired by the City of Carlsbad and the natural elements of the site's surroundings. The architecture and design would evoke emotion and provide a sense of place to the visitor. The buildings curvilinear design is authentic in that it is inspired by the natural curves that can be found in the nature that surrounds, not linear harsh rooflines that reminisce of urban cityscapes. The high-end natural stone materials that clads the exterior of the building also provides a sense of place to the visitor as they reflect the colors, textures and rhythms of the bluff and seascape. The projects design was very mindful in preserving the existing site to be as natural as possible by bringing the majority of the building below ground level and eliminating surface concrete parking. In addition to maximizing the natural landscape on the site, the projects design includes green roofs on most of the building, which would ultimately shadow any lingering futuristic or alienating elements in comparison to the rooflines mentioned in your letter. Although the proposed design of the hotel does not fully embrace craftsman, bungalow, or Mediterranean influences, we feel that it has succeeded in blending seamlessly with nature and its surroundings. As architectural styles can be purely subjective to its viewer, we propose that you not bind our project to any particular architecture style but allow us to embrace and to highlight nature and its surroundings.
6. Finally, as far as coordination with the neighbor's project, we are not privy to the neighbor's project status, either with the coastal commission or with the city, other than we have coordinated some things that are common to both projects, i.e. drive round-a-bout, sewer connection, etc.

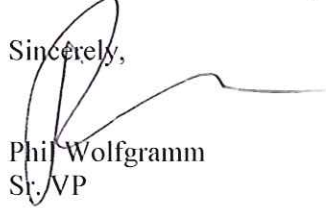


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Of course, we also look forward to the city's input so that we can incorporate and address the stake holder's concerns in a single coordinated effort.

Feel free to contact me if you should have any further questions.

Sincerely,



Phil Wolfgramm
Sr. VP

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